NOVEMBER 1962

CONSUMER PURCHASES OF

CITRUS

• Fruit
• Juices
• Drinks

AND OTHER PRODUCTS

CPFJ 136

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, canned fruit drinks and fresh oranges and grapefruit. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

February 1963

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CONSUMER PURCHASES OF CITRUS FRUIT, JUICES
DRINKS, AND OTHER PRODUCTS
NOVEMBER 1962

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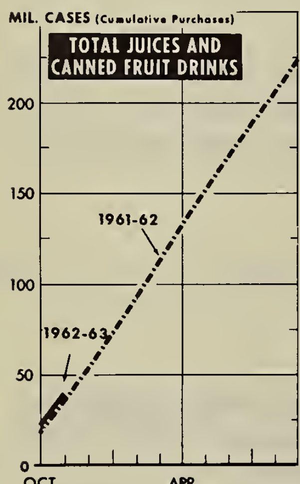
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS



Household purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, and canned single-strength fruit drinks totaled 19 million cases on an equivalent single-strength basis in November 1962. This represented an increase of 14 percent or 2.3 million cases over the same month of 1961.

Purchases of frozen concentrated juices were up 22 percent to account for 46 percent of the total volume of purchases in November, compared with 42 percent a year earlier. Use of chilled orange juice increased 15 percent, to account for 4.4 percent of the market. Purchases of canned single-strength juices increased moderately, but as the gain was small in relation to that of frozen concentrates, the share of market was down to 34.6 percent from 37 percent in November 1961. Similiarily, use of canned fruit drinks also increased moderately, but the market share dropped to 15.3 percent from 16.4 percent.

Purchases of frozen orange concentrate, chilled orange juice, canned orange juice, and canned orange drink were up 15 to 25 percent from November 1961 to account for about three-fourths of the total gain in purchases. Substantially heavier purchases also were reported for tomato juice.

More moderate gains were made by canned grapefruit juice, prune juice, miscellaneous fruit drinks, and miscellaneous frozen concentrates. Miscellaneous canned juices held about the same. On the other hand, purchased of pineapple-grapefruit drink were down moderately, and use of pineapple juice dropped 18 percent.

Retail movement of canned grapefruit sections was down 28 percent in comparison with November a year earlier. Purchases of refrigerated citrus salads and sections were up 27 percent from October 1962, the first month these products were reported.

Use of fresh oranges was down 26 percent from November 1959, the last comparable month for which data are available. In contrast, purchases of frozen concentrated, chilled, and canned orange juices were up 44 percent from that same date.

Purchases of fresh grapefruit increased about 3 percent over November 1959. Use of canned grapefruit juice also increased over 3 years earlier, but movement of canned grapefruit sections was down sharply.

Retail prices of juices and canned fruit drinks averaged 4.3 cents per 6-ounce serving in November, compared with 4.8 cents a year earlier. But notwithstanding the increase in volume of purchases, consumer expenditures held at the year-earlier level of $58.4 million.

Purchases of juices and canned fruit drinks in October and November, the first 2 months of the 1962-63 season, were up 11 percent or 3.7 million cases from the same period of 1961-62. (See figure in margin.)

FROZEN CONCENTRATED AND CHILLED JUICES

Heavy Movement of Frozen Orange Concentrate Continues

Household purchases of frozen orange concentrate in November 1962 were up 25 percent -- 1.3 million gallons -- from November 1961 to set a new high for the month of 6.7 million gallons. 1/ This brought the index of purchases (1957-61 = 100) up to 134 from 108 a year earlier. The gain in movement coincided with the continuance of a stepped-up promotional program, and with the continuance of 5-year low prices. (See tables 1 and 18 and figures 11-14.)

November prices were down 20 percent from a year earlier to 15.9 cents per 6-ounce can. This represent a drop in the price index from 102 to 80. At this price, a 6-ounce serving cost 4 cents, compared with 4.7 cents for canned orange juice and 6.8 cents for chilled orange juice.

1/ Monthly and cumulative data on purchases and expenditures for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 18.

Consumer expenditures for frozen orange concentrate amounted to \$22.6 million -- a decrease of 2 percent from November 1961, despite the increase in volume of purchases.

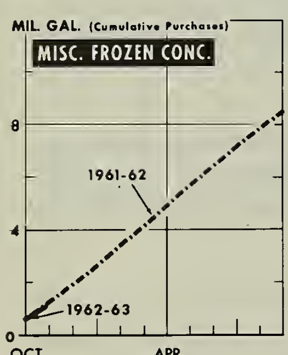
The index of expenditures was down a little to 107. This was a continuation of the relatively low level of expenditures in relation to a heavy volume of purchases that has persisted for several months.

More than 31 percent -- a record proportion for November -- of the Nation's families bought frozen orange concentrate during the month, compared with only 28 percent a year earlier. The average size of purchase, 8.3 cans per buying family, also was unuaually heavy.

Frozen orange concentrate captured 42 percent of the household market for juices and fruit drinks in November, an increase of 4 percentage points in share of market over the same month of 1961. Chilled orange juice maintained about the same market share as a year earlier, but both canned juices and canned fruit drinks had smaller shares.

Movement of frozen orange concentrate also was heavy in October. Consequently, cumulative purchases for the first 2 months of the 1962-63 season were 20 percent -- 2.3 million gallons -- ahead of the corresponding period of 1961-62. (See chart in margin.)

Miscellaneous Frozen Concentrates Steady



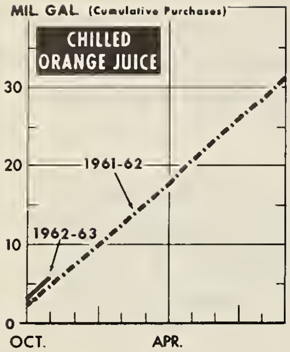
Household use of miscellaneous frozen concentrates, such as grape, grapefruit, pineapple, tangerine, and blends (some containing citrus), was about the same as in November 1961, in contrast to the sharp gain recorded for frozen orange concentrate. (See table 18.)

These products accounted for only 4 percent of all juices and fruit drinks bought for home use during the month, the smallest share of market reported for several years.

Prices paid for miscellaneous frozen concentrates averaged 18.2 cents per 6-ounce can in November, compared with 19.3 cents a year earlier. Hence, consumer expenditures for the product group were down moderately to \$2.5 million.

Uptrend Continues for Chilled Orange Juice

The proportion of families buying chilled orange juice in November, the volume of purchases, and the amount spent for the product all represented new highs for the month. Purchases



amounted to 2.8 million gallons, up 15 percent from the November 1961 level and up 39 percent from the 1957-61 average for the month. The share of market was up slightly to 4.4 percent. (See figures 2 and 11-14.)

About 6.2 percent of the Nation's families drank chilled orange juice in November, compared with only 5.1 percent a year earlier. Part of this gain, however, was offset by a decrease in the average size of purchase to 3.3 quarts per buying family.

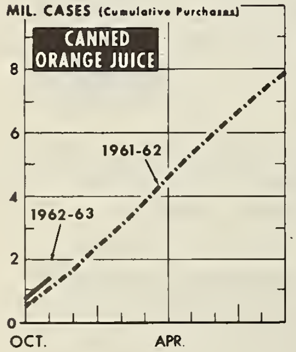
Retail prices were down 11 percent from a year earlier to 36.4 cents per quart, continuing the relatively low price level that persisted during most of 1962.

Nevertheless, because of the increase in the volume of purchases, consumer expenditures ($4.1 million) were up a little from November 1961 to 121 percent of the 5-year November average.

Cumulative purchases of chilled orange juice in the first 2 months of the 1962-63 season were 14 percent -- 690,000 gallons -- ahead of the corresponding period of 1961-62. (See chart in margin.)

CANNED SINGLE-STRENGTH JUICES

Canned Orange Juice Up Sharply From Year Earlier



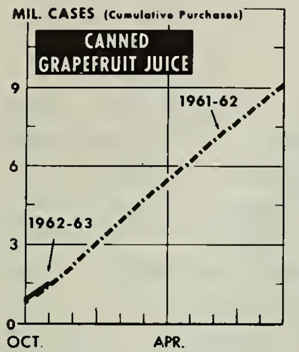
November purchases of canned orange juice were up 18 percent -- 103,000 cases -- from the near record low of a year earlier. As a result, the index of purchases (1957-61 = 100) rose from 71 in November 1961 to 84 in November 1962. (See figures 3 and 11-14.)

The gain over the preceding November was associated with an increase in the number of users to 5.9 percent of the Nation's families. Also the average size of purchase was up to two cans per buying family.

Prices paid averaged 35.8 cents per 46-ounce can, down 16 percent -- 6.6 cents -- from November 1961. Prices have been above this level in most months of recent years.

About $2.3 million was spent in retail food stores for canned orange juice in November, the same as a year earlier. Expenditures, however, were down about 20 percent from the 5-year average for the month.

Grapefruit Juice Up 8 Percent



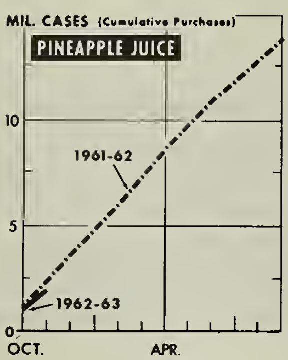
Household purchases of canned grapefruit juice in November were up about 8 percent or 50,000 cases from the same month of 1961. This was the heaviest November movement reported for several years. Nevertheless, the share of market was down slightly from a year earlier to 3.7 percent. (See figures 4 and 11-14.)

Purchases averaged 2.2 cans among the 5.4 percent of families that bought. Both components of total movement were up from the preceding November.

Retail prices for canned grapefruit juice were down 2.2 cents to 27 cents per 46-ounce can. This was a continuation of a downtrend in which the average annual price dropped from an index (1957-61 = 100) of 108 in 1958-59 to 92 in 1961-62.

Consumers spent about $1.8 million for canned grapefruit juice, the same as in November 1961. Expenditures, however, were down about 10 percent in comparison with the November average.

Pineapple Juice Continues on Downtrend



Purchases of pineapple juice were down 18 percent -- 208,000 cases -- from November 1961. This was the third month in succession that movement of the product was sharply below year-earlier levels. Pineapple juice had 5 percent of the household market for juices and fruit drinks in November, compared with 6.9 percent a year earlier. (See figures 5 and 11-14.)

Only 7.9 percent of the Nation's families bought the juice in November, as against 9.5 percent in the corresponding month of 1961. The average size of purchase of two cans per buying family also was down moderately.

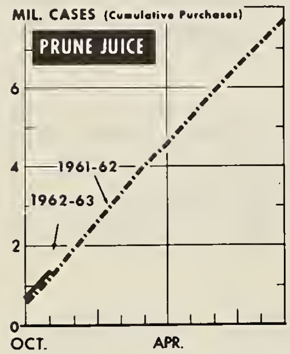
In contrast to the price declines reported for other products, the price of pineapple juice was up 2.1 cents from a year earlier to 30 cents per 46-ounce can. This was the highest price recorded for more than a year.

As a result of the decline in retail movement, consumer expenditures for pineapple juice ($2.7 million) were off 12 percent from a year earlier, and were off still more from the 1957-61 average for the month.

Cumulative purchases of pineapple juice in the first 2 months of 1962-63 were down 18 percent -- 421,000 cases --

from the same period of 1961-62. In contrast, purchases of most other products were up from a year earlier. (See figures in margin.)

Prune Juice Reaches New November High



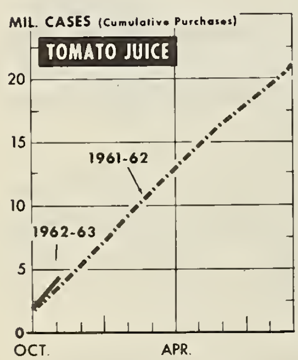
About 652,000 cases of prune juice were bought for home use in November. This represented a gain of 7 percent over a year earlier and the largest November volume yet recorded in this 14-year series. (See figures 6 and 11-14.)

About 6.9 percent of the Nation's families drank prune juice during the month, compared with 6.3 percent in the preceding November. Part of this gain, however, was offset by a moderate decline in the average size of purchase to 2.3 quarts per buying family.

Prices paid for prune juice averaged 42.5 cents per quart in November, down 1.3 cents from the same month of 1961. Except for October, when prices averaged 42.1 cents, this was the lowest price recorded for several years.

Consumer expenditures for prune juice were up moderately from a year earlier to $3.7 million or to 114 percent of the 1957-61 November average. This was a continuation of the relatively high level of expenditures that has prevailed since 1959-60.

Tomato Juice Sets New Record



A record 2.2 million cases of tomato juice were bought for home use in November. This represented a gain of 23 percent -- 408,000 cases -- over the corresponding month of 1961, and it was a 17 percent gain over the 1957-61 November average. The product accounted for 11.5 percent of all juices and canned fruit drinks bought for home use during the month, compared with 10.6 percent a year earlier. (See figures 7 and 11-14.)

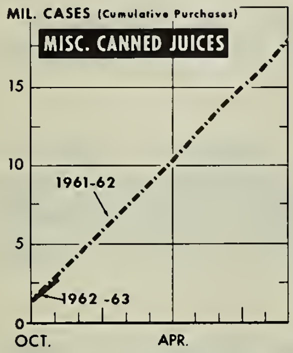
About 16.5 percent of the Nation's families bought tomato juice, an increase of 1 percentage point over the proportion buying a year earlier. The average size of purchase also was up rather sharply to 2.3 can per buying family.

Prices paid were down 1 cent to 26.3 cents per 46-ounce can, the lowest recorded for tomato juice since October 1959. Thus, a 6-ounce serving cost 3.4 cents, compared with a cost of 3.8 to 8 cents for competing products.

Notwithstanding the lower price, November expenditures for tomato juice were up sharply from a year earlier to $5.4 million, or to 112 percent of the 1957-61 average for the month.

Movement of tomato juice thus far in the current season is 17 percent or 600,000 cases ahead of the same 2 months of 1961-62. (See chart in margin.)

Miscellaneous Canned Juices Steady

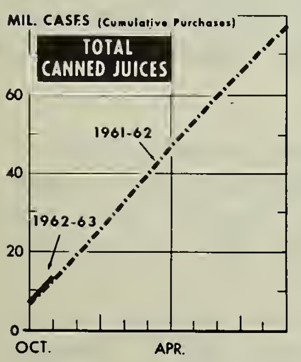


November movement of miscellaneous canned juices such as apple, grape, tangerine, and blends, (some containing citrus) held at the year earlier level of 1.4 million cases. Purchases averaged 1.4 cans among the 17 percent of families that bought one or more of these products -- both components of total purchases were about the same as a year earlier. (See table 11 and figures 11-14.)

Retail prices for this product group averaged 35.3 cents per 46-ounce can, a decline of 1.5 cents from the preceding November. As a result, consumer expenditures were off moderately to $4.7 million. This was less than spent in most months of the 2 preceding years.

Retail movement of miscellaneous canned juices in the first 2 months of 1962-63 were about 6 percent -- 167,000 cases -- behind the same period a year earlier.

Total Canned Juices Have Smaller Share of Market

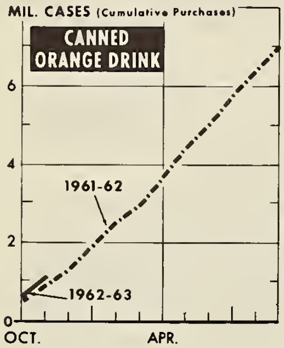


Household use of total canned single-strength juices in November was up 6 percent -- 390,000 cases -- from the same month of 1961. The gain was small in relation to that made by frozen orange concentrate, however, and as a result, the share of market for canned juices was down 2.4 percentage points to 34.6 percent. For the cooler months of the year, this represented an unusually small share of market. (See table 13 and figures 11-14.)

Canned juices were bought by 42 percent of the Nation's families in November, an increase over a year earlier of 1.6 percentage points in the proportion of buyers. The average size of purchase at 2.7 cans per buying family held about the same.

Retail prices, off 1.4 cents from a year earlier to 33.3 cents per 46-ounce can, were about the lowest reported for several years. An average 6-ounce serving of canned single-strength juice cost 4.3 cents, 7 percent more than frozen orange concentrate or canned fruit drinks.

Canned Orange Drink Up Substantially



Purchases of canned orange drink in retail food stores increased 21 percent -- 84,000 cases -- over November 1961. Correspondingly, the index of purchases (1957-61 = 100) rose from 93 to 113. This was a continuation of the heavy volume of purchases that has prevailed throughout 1962.

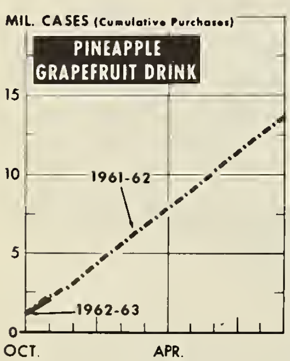
November purchases, nevertheless, were down substantially from October. Usually, purchases in the two months hold at about the same level. (See figures 8 and 11-14.)

The increase in movement of orange drink over November 1961 was associated with a greater number of buyers, along with a larger average size of purchase.

Retail prices were down moderately from November 1961 to 31.5 cents per 46-ounce can. Because of the heavy volume of purchases, however, consumer expenditures were up about 17 percent from both a year earlier and the 1957-61 average for the month.

As movement was strong in both October and November, cumulative purchases for the first months of 1962-63 were 28 percent -- 239,000 cases -- ahead of the preceding season.

Pineapple-grapefruit Drink Down



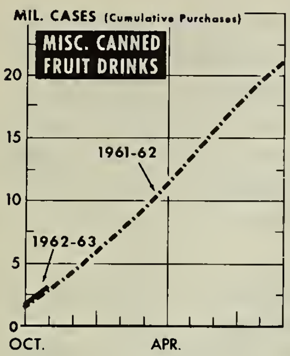
In contrast to the general upturn in use of juices and canned fruit drinks, purchases of pineapple-grapefruit drink were off 5 percent or 47,000 cases from November 1961. As a result, the share of market was down 1 percentage point to only 4.9 percent, the smallest share recorded for any month in the 2-year period beginning October 1960. (See figures 9 and 11-14.)

Only 6.5 percent of the Nation's familes bought pineapple-grapefruit drink in November, compared with 7.2 percent a year earlier. Part of this loss, however, was offset by a moderate increase in the average size of purchase.

Retail prices declined slightly from a year earlier to 27.7 cents per 46-ounce can. At this price, a 6-ounce serving cost 3.6 cents. Of reported products, only canned grapefruit juice and tomato juice were less expensive.

Consumers spent about $2.4 million for pineapple- grapefruit drink in November, a decrease of 6 percent in comparison with the corresponding month of 1961.

Miscellaneous Fruit Drinks Continue to Rise

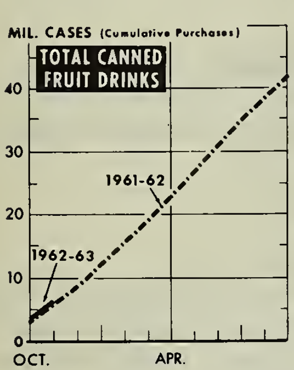


About 10 percent -- 132,000 cases -- more miscellaneous canned fruit drinks were bought for home consumption in November than in the same month a year earlier. This group of products includes canned noncarbonated ades, punches, and drinks other than orange and pineapple-grapefruit which are individually reported. (See table 12 and figures 11-14.)

The gain in movement reflected a larger size of purchase, as the proportion of buyers held at 11 percent of the Nation's families.

Retail prices were down 0.9 cent from November 1961 to 34.2 cents per 46-ounce can. Consumer expenditures for these products amounted to $4.8 million, 7 percent more than a year earlier and 15 percent more than 2 years earlier.

Share of Market Down for Total Canned Fruit Drinks



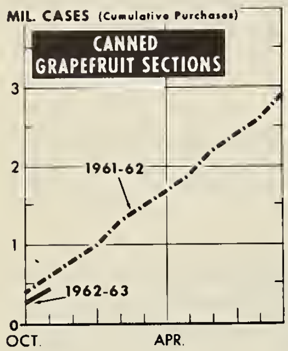
Total household purchases of canned fruit drinks were up 6 percent -- 169,000 cases -- in comparison with a year earlier. As for canned juices, the gain was small in relation to that of frozen concentrates, hence, the share of market for canned fruit drinks at 15.3 percent was down about 1 point from November 1961. (See table 14 and figures 11-14.)

The gain in retail movement over a year earlier was associated with an increase in the average size of purchase to 2.8 cans per buying family. Part of this gain, however, was offset by a decrease in the number of users.

Retail prices were down slightly to 31.7 cents per 46-ounce can. This amounted to 4.1 cents per 6-ounce serving, compared with a cost of 4 cents for frozen orange concentrate and 4.3 cents for canned single-strength juices. Nevertheless, because of the increase in volume, consumer expenditures for canned fruit drinks ($8.6 million) were up 4 percent from the preceding November.

Cumulative purchases in the first 2 months of the season were 6 percent -- 372,000 cases -- ahead of the same 2 months of 1961-62. (See chart in margin.)

Canned Grapefruit Sections Down Substantially



November purchases of canned grapefruit sections were down 28 percent -- 69,000 cases -- from the same month a year earlier. As a result, the index of purchases (1957-61 = 100) dropped from 101 in November 1961 to 73 in November 1962. On the other hand, November purchases of fresh grapefruit were double the October volume and were up a little from November 1959. (See figures 10-14.)

The light retail movement of canned grapefruit sections was associated with a sharp drop in the average size of purchase, along with a decrease in the number of users. The size of purchase, 3 No. 303 cans per buying family, was among the smallest reported in this 7 years series. The proportion of families buying (3.3 percent) was almost the lowest reported.

Retail prices averaged 21.2 cents per No. 303 can, an advance of about 1 cent over both a year earlier and the 5-year average for the month. Nonetheless, consumer expenditures were off 24 percent or $363,000 from the preceding November.

Retail movement of canned grapefruit sections also was slow in October. As a result, purchases in the first 2 months of 1962-63 were 23 percent or 141,000 cases behind a year earlier.

Refrigerated Citrus Salads and Sections Up Sharply From October

Consumer consumption of refrigerated citrus salads and sections was up 27 percent or 83,000 gallons from October 1962 when these products were first reported. (See tables 15 and 18.)

Use of refrigerated orange and grapefruit section increased 17 percent -- 26,000 gallons -- over October. The gain was associated with a larger average size of purchase as the proportion of buyers was down slightly to 0.9 percent. November prices averaged 60 cents per quart, compared with 63.6 cents in the preceding month.

About 0.1 percent of the Nation's families bought refrigerated grapefruit sections in November. Retail prices of the product were up 2 cents from October to 57.5 cents per 26-ounce jar.

Retail movement of all other refrigerated citrus salads increased 40 percent or 56,000 gallons over October. The gain reflected an increase in the number of buyers to 1.1 percent of the Nation's families. The average size of purchase also was larger. Prices were up one-half cent to 62.4 cents per quart.

FRESH ORANGES AND GRAPEFRUIT

Fresh Oranges Off Substantially From November 1959

Household consumers bought only 76 percent as many fresh oranges in November as in the same month of 1959, the last comparable month that data are available for fresh citrus fruit. (See tables 16 and 18.)

On the other hand, purchases of frozen orange concentrate were up 44 percent (2.4 million cases, equivalent single-strength) from November 1959; chilled orange juice was up 79 percent (367,000 cases); and canned single-strength orange juice was up 14 percent (83,000 cases). This represented a gain of nearly 44 percent (2.9 million cases) in use of these 3 juices over November 1959.

Only 28 percent of the Nation's families bought fresh oranges in November, compared with 34 percent 3 years earlier. The average size of purchase also was down, averaging only 19.5 oranges as against 23 in November 1959.

A dozen oranges cost consumers 48.6 cents on the average, 3.4 cents more than in November 1959.

Fresh Grapefruit Up Moderately

About 3 percent more fresh grapefruit were bought for home consumption in November than in the same month of 1959. In comparison, purchases of canned single-strength grapefruit juice were up 18 percent from 3 years earlier, but use of canned grapefruit sections was off 24 percent. (See table 17.)

About one-fourth of the Nation's families bought fresh grapefruit compared with 26 percent 3 years earlier. The average size of purchase, however, was up a little to 9.4 grapefruit per buying family.

Retail prices for fresh grapefruit averaged 87.4 cents per dozen in November, a slight advance over 3 years earlier.

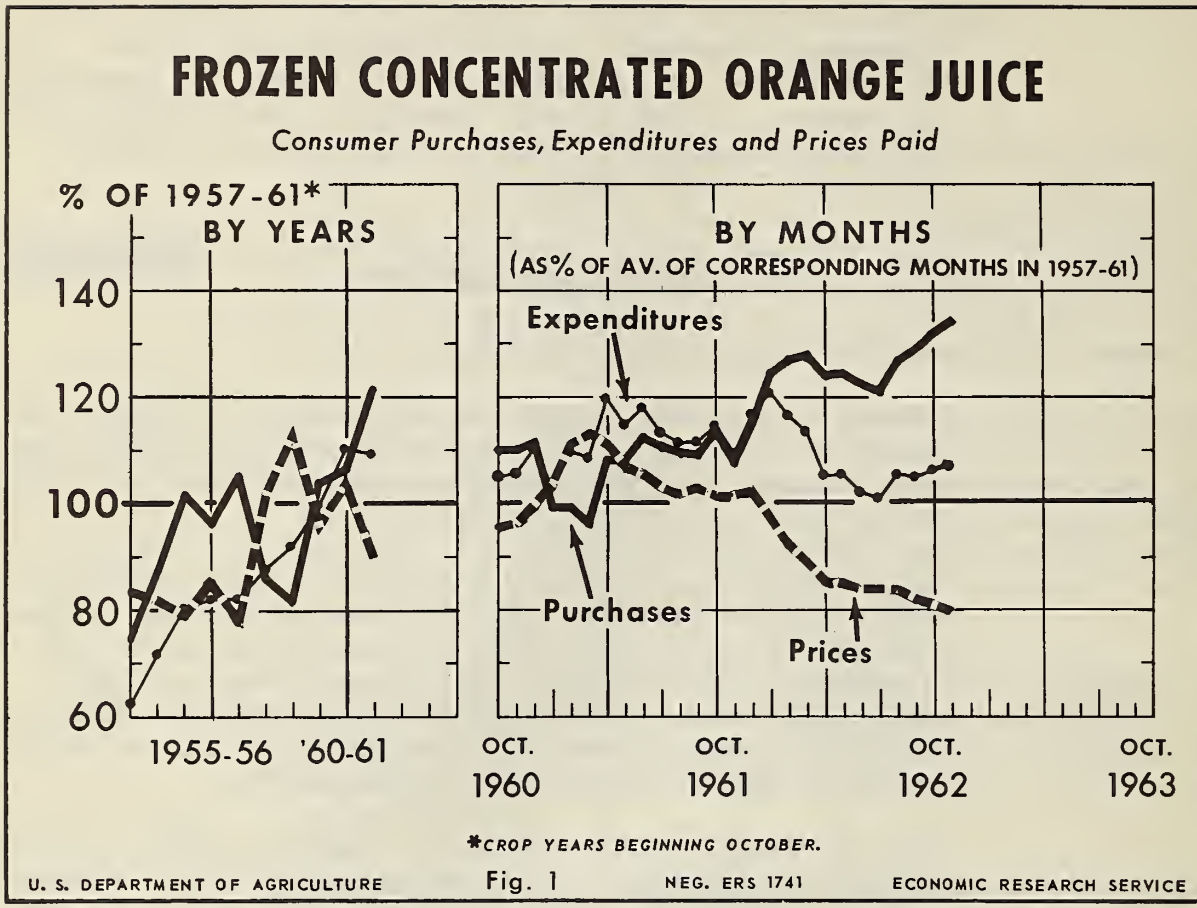


Fig. 1

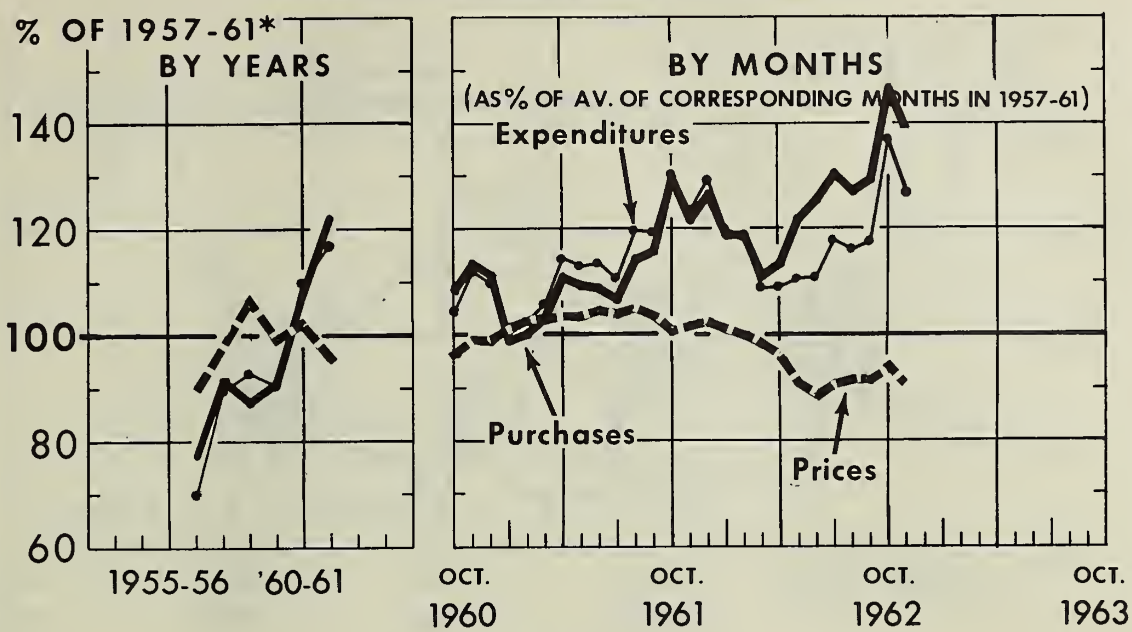
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.		5,728	4,996		29.8		46		19.9	19.6
Oct.-Dec.		16,854	15,077							
Jan.		6,584	5,312		31.3		50		19.0	19.6
Feb.		6,582	5,207		31.5		50		18.0	19.6
Mar.		6,587	5,172		31.1		50		17.4	19.6
Jan.-Mar.		19,753	15,691							
Apr.		6,363	5,147		30.6		49		16.4	19.3
May		6,123	4,941		29.5		49		16.4	19.3
June		5,776	4,740		28.4		48		16.3	19.5
Apr.-June		18,262	14,828							
July		5,543	4,601		27.2		48		16.4	19.6
Aug.		5,779	4,580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE Fig. 2 NEG. ERS 1742 ECONOMIC RESEARCH SERVICE

Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.		2,410	1,911		5.1		111		40.9	40.0
Oct.-Dec.		7,379	5,878							
Jan.		2,489	2,098		5.7		104		39.4	39.1
Feb.		2,713	2,288		6.0		106		38.6	38.7
Mar.		2,511	2,267		5.6		107		38.8	39.6
Jan.-Mar.		7,713	6,653							
Apr.		2,532	2,239		5.8		103		37.8	39.3
May		2,840	2,339		6.3		106		35.1	38.7
June		2,863	2,291		6.2		108		33.9	38.3
Apr.-June		8,235	6,869							
July		2,681	2,064		6.2		101		35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.6	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

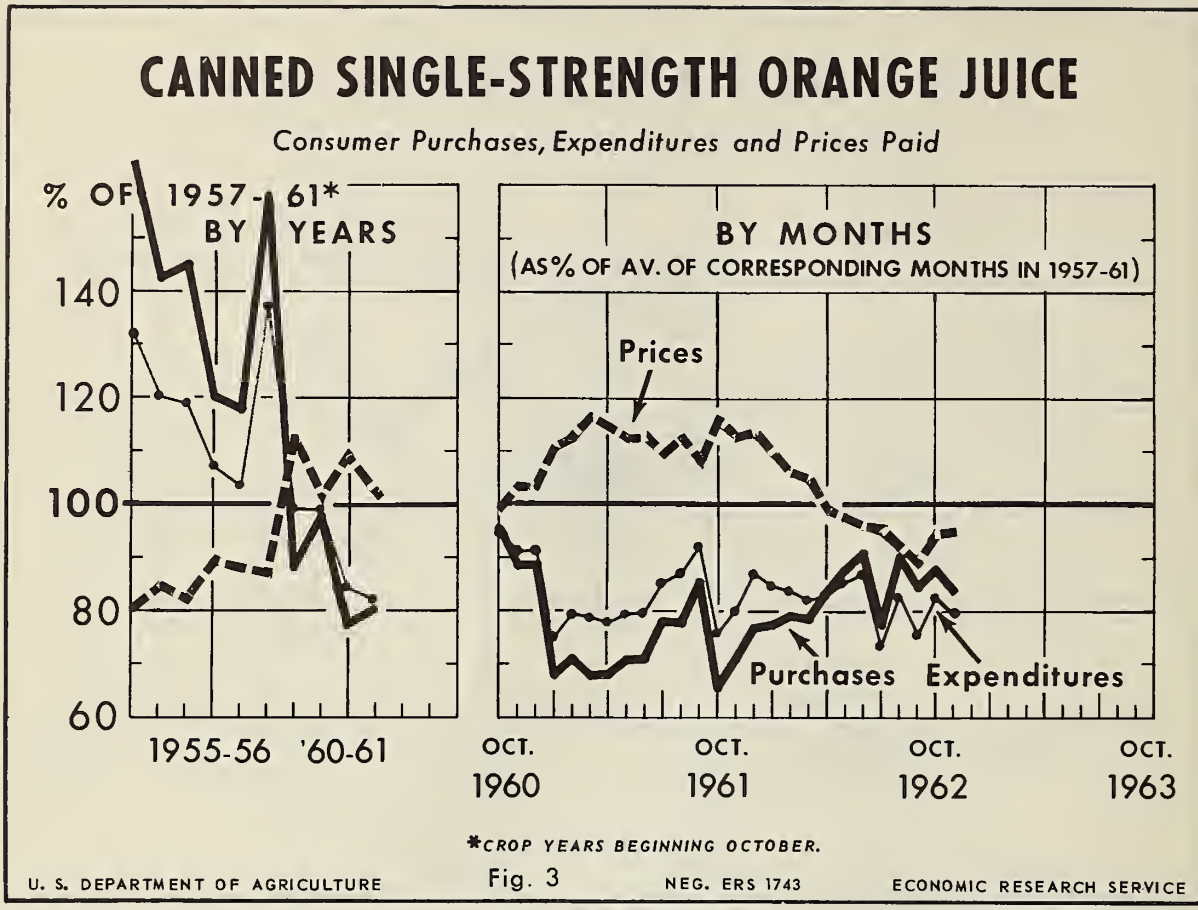


Fig. 3

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.		579	754		5.2		89		43.1	38.1
Oct.-Dec.		1,712	2,414							
Jan.		690	892		6.3		87		40.5	37.0
Feb.		719	909		6.2		92		39.7	37.5
Mar.		718	915		5.9		97		39.2	37.5
Jan.-Mar.		2,127	2,716							
Apr.		736	881		5.8		101		37.5	37.8
May		734	838		6.0		97		36.9	37.9
June		731	806		6.0		96		36.1	37.7
Apr.-June		2,201	2,525							
July		592	764		5.1		91		36.5	38.5
Aug.		638	708		5.6		90		35.8	39.0
Sep.		599	709		5.3		89		35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836						38.8	38.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

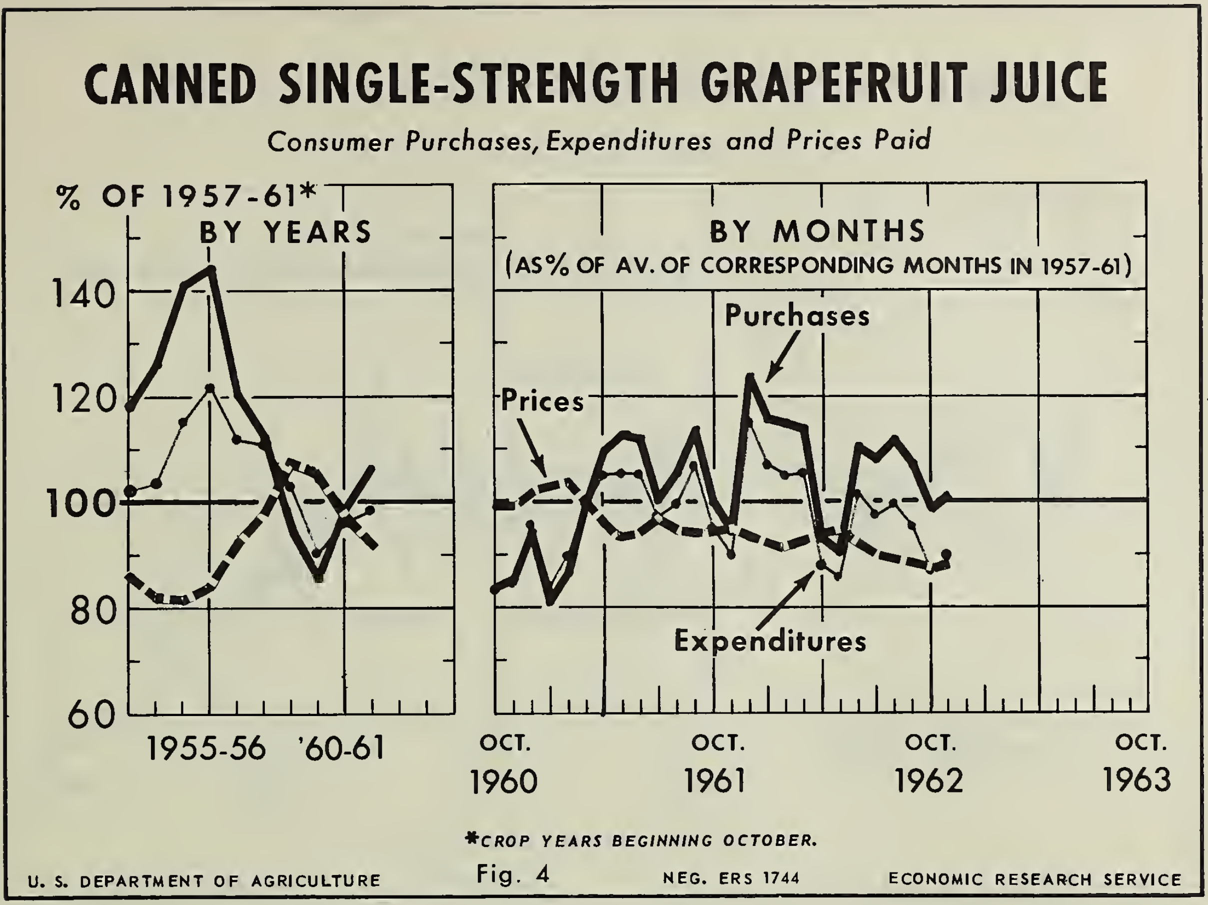


Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.		796	643		5.7		113		28.4	30.4
Oct.-Dec.		2,217	2,098							
Jan.		876	755		6.3		110		27.8	30.1
Feb.		823	715		5.9		111		27.8	30.4
Mar.		841	738		5.9		114		27.9	30.1
Jan.-Mar.		2,540	2,208							
Apr.		740	793		5.4		109		27.5	29.1
May		708	781		4.8		118		27.3	28.9
June		790	714		5.6		111		26.9	29.2
Apr.-June		2,238	2,288							
July		685	632		4.9		111		27.3	30.3
Aug.		764	683		5.3		114		26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

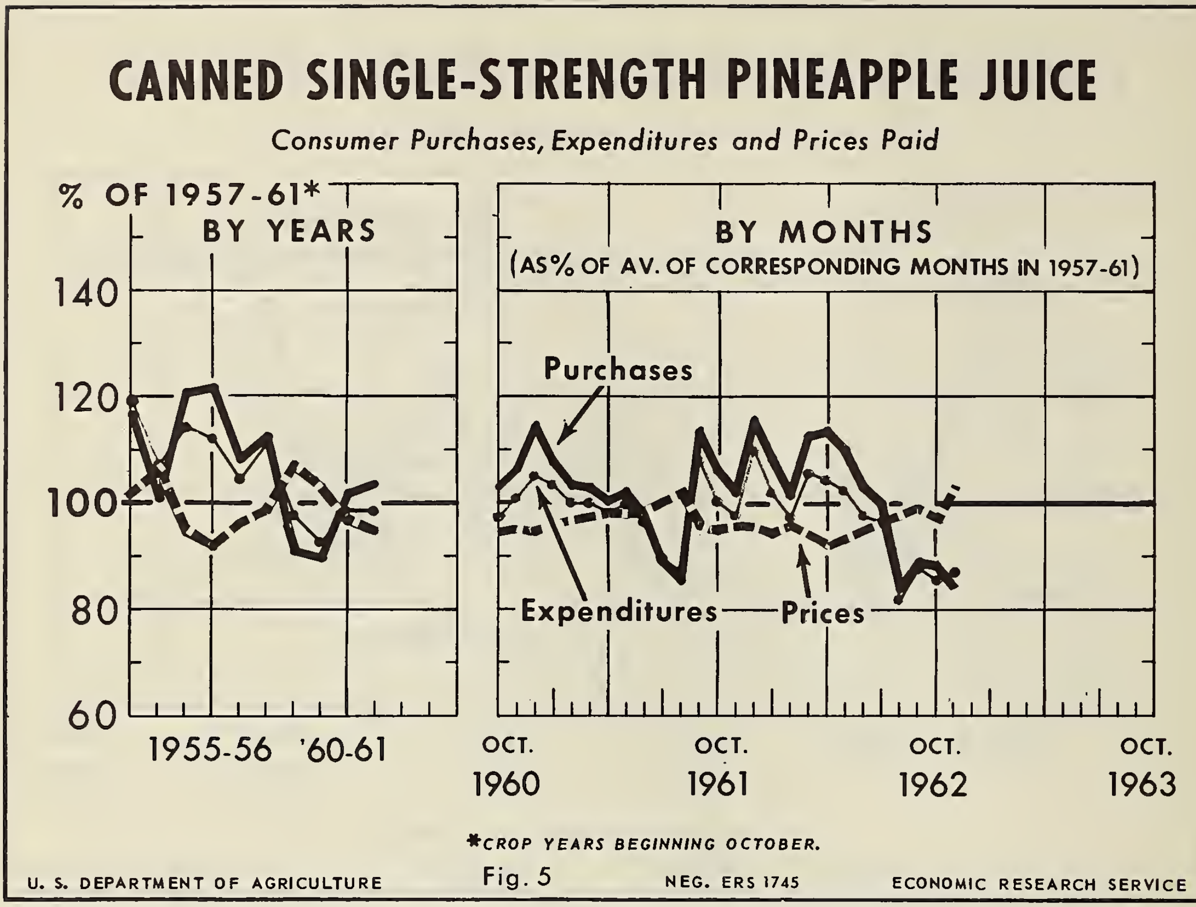


Fig. 5

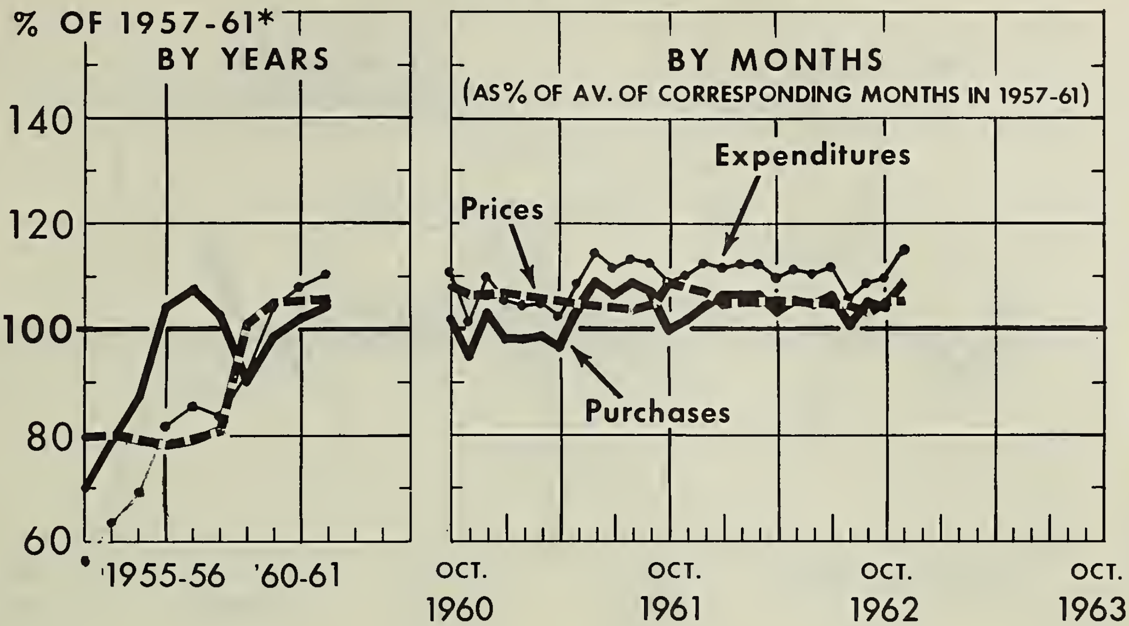
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.		1,275	1,106		10.1		101		28.3	29.7
Oct.-Dec.		3,684	3,419							
Jan.		1,262	1,165		10.1		100		27.7	29.5
Feb.		1,182	1,164		10.2		92		28.4	29.7
Mar.		1,301	1,156		10.2		102		28.0	29.8
Jan.-Mar.		3,745	3,485							
Apr.		1,257	1,108		10.1		98		27.4	29.8
May		1,234	1,123		9.7		101		27.3	29.4
June		1,092	1,061		8.6		101		28.0	29.6
Apr.-June		3,583	3,292							
July		1,020	1,023		8.0		101		28.9	30.0
Aug.		875	1,042		7.5		92		28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,852	3,144							
Season		13,864	13,340						28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE — Fig. 6 — NEG. ERS 1746 — ECONOMIC RESEARCH SERVICE

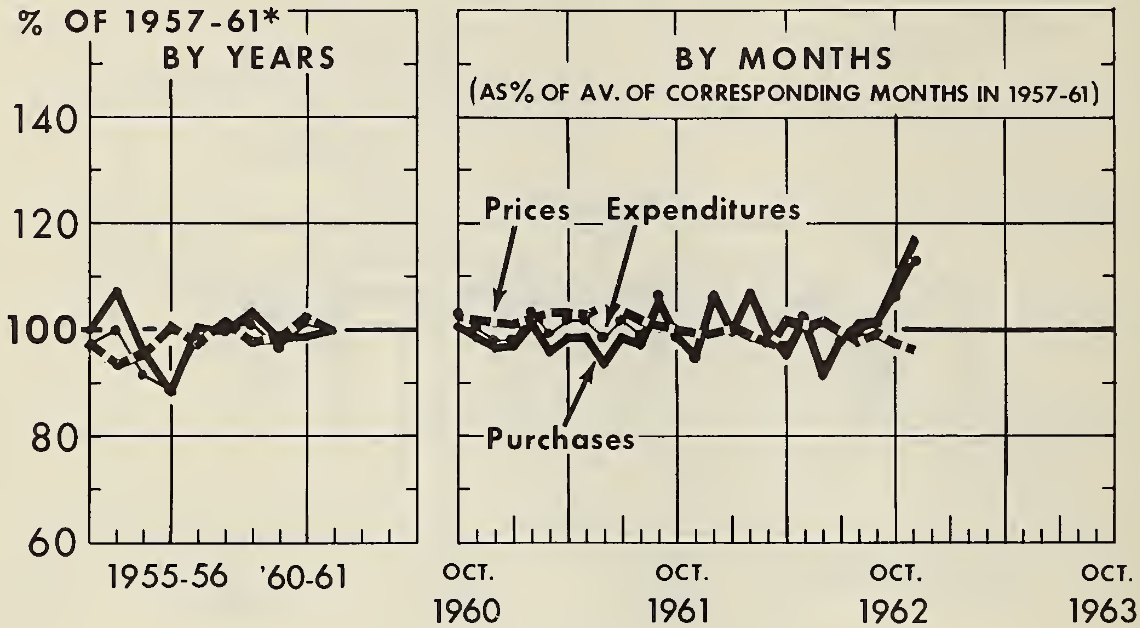
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.		628	599		6.7		75		43.9	40.8
Oct.-Dec.		1,873	1,829							
Jan.		697	652		7.0		80		42.9	40.9
Feb.		699	653		7.6		73		43.6	41.4
Mar.		700	654		7.5		74		43.7	41.5
Jan.-Mar.		2,096	1,959							
Apr.		625	602		7.0		70		44.2	41.7
May		643	607		6.7		76		44.1	41.8
June		631	600		6.5		76		43.9	41.7
Apr.-June		1,899	1,809							
July		610	571		6.2		78		43.8	41.7
Aug.		576	569		6.1		75		43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE — Fig. 7 — NEG. ERS 1747 — ECONOMIC RESEARCH SERVICE

Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.		1,744	1,632		15.3		92		28.0	28.1
Oct.-Dec.		5,290	5,286							
Jan.		1,926	1,926		16.7		92		28.3	28.1
Feb.		2,072	1,931		17.2		96		27.8	28.1
Mar.		1,930	1,930		16.5		94		27.0	27.6
Jan.-Mar.		5,928	5,787							
Apr.		1,797	1,879		15.4		92		28.2	27.7
May		1,832	1,791		15.4		94		27.8	27.6
June		1,561	1,700		13.9		89		28.5	28.0
Apr.-June		5,190	5,370							
July		1,509	1,530		13.6		88		28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

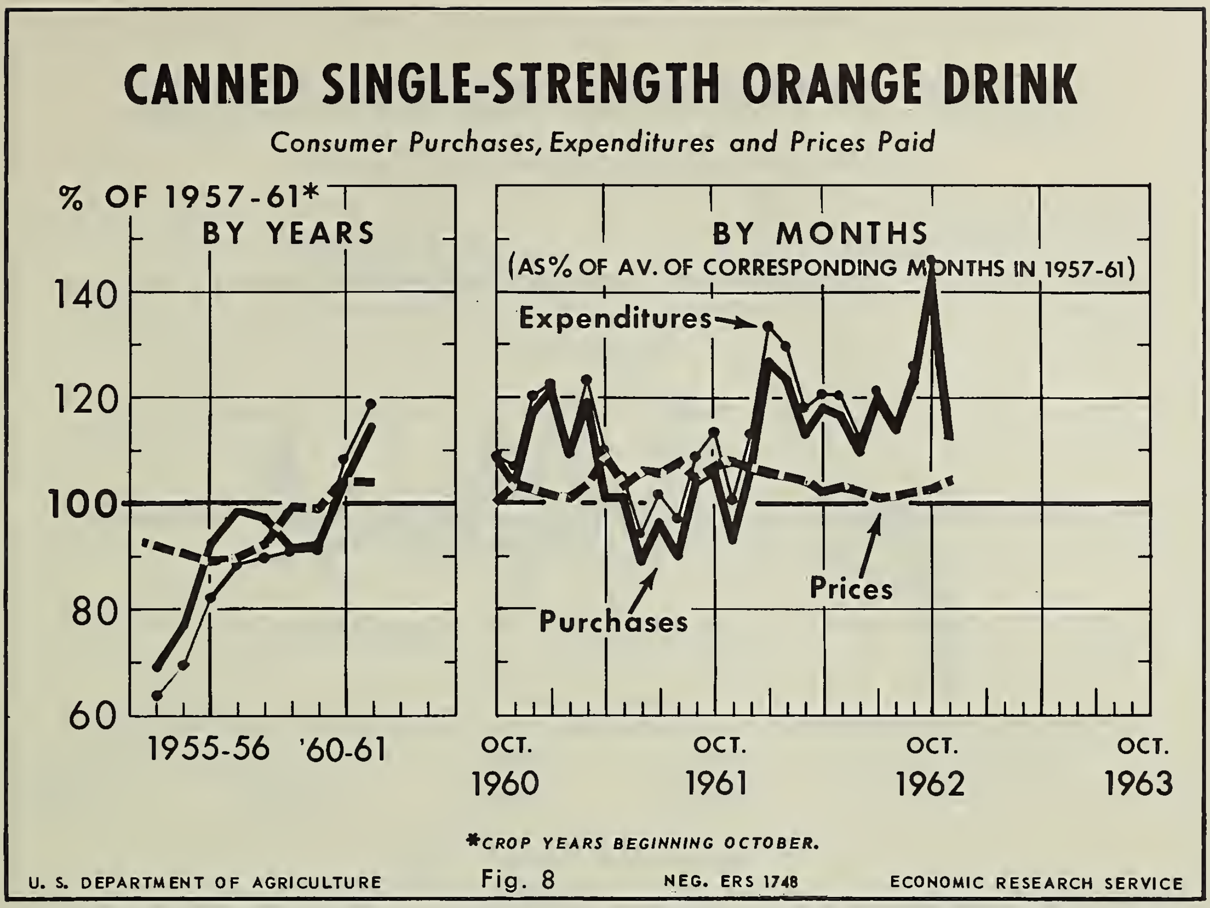


Fig. 8

Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.		423	398		3.0		113		32.8	30.8
Oct.-Dec.		1,281	1,259							
Jan.		656	518		4.5		115		32.3	30.6
Feb.		579	470		3.9		118		32.9	31.3
Mar.		534	472		3.7		116		32.4	31.1
Jan.-Mar.		1,769	1,460							
Apr.		670	568		4.7		114		31.2	30.5
May		650	558		4.6		113		31.3	30.4
June		650	592		4.6		112		30.4	29.7
Apr.-June		1,970	1,718							
July		741	619		5.2		113		30.1	29.7
Aug.		616	541		4.5		108		30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

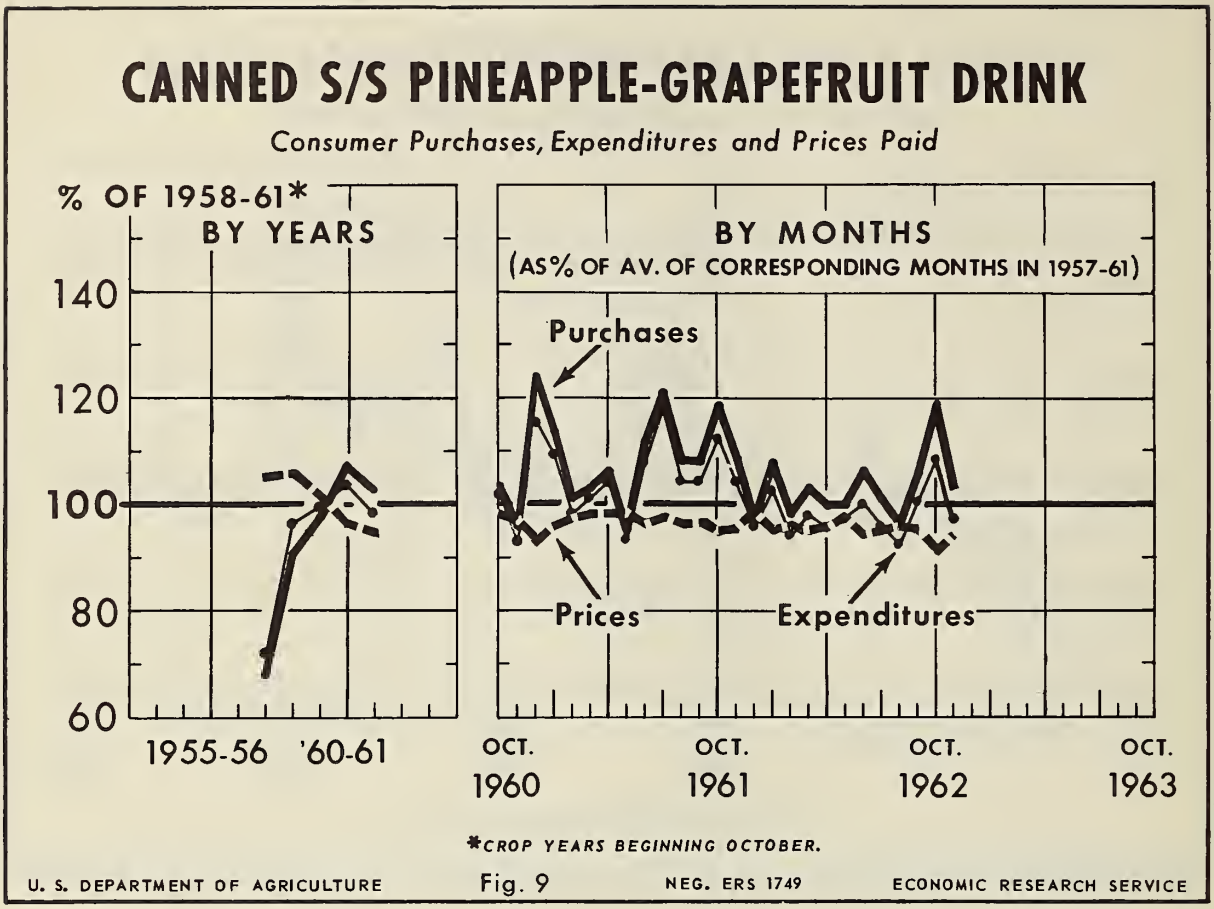


Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.		875	900		6.3		112		28.3	28.8
Oct.-Dec.		3,001	2,768							
Jan.		1,233	1,145		7.8		126		27.2	28.6
Feb.		1,238	1,259		8.2		120		27.1	28.3
Mar.		1,255	1,218		7.7		129		26.8	28.2
Jan.-Mar.		3,726	3,622							
Apr.		1,153	1,154		7.5		122		27.0	28.2
May		1,120	1,120		7.4		120		27.5	28.2
June		1,249	1,176		7.6		130		26.4	28.0
Apr.-June		3,522	3,450							
July		1,253	1,240		8.0		124		26.4	27.8
Aug.		1,067	1,108		6.8		124		26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

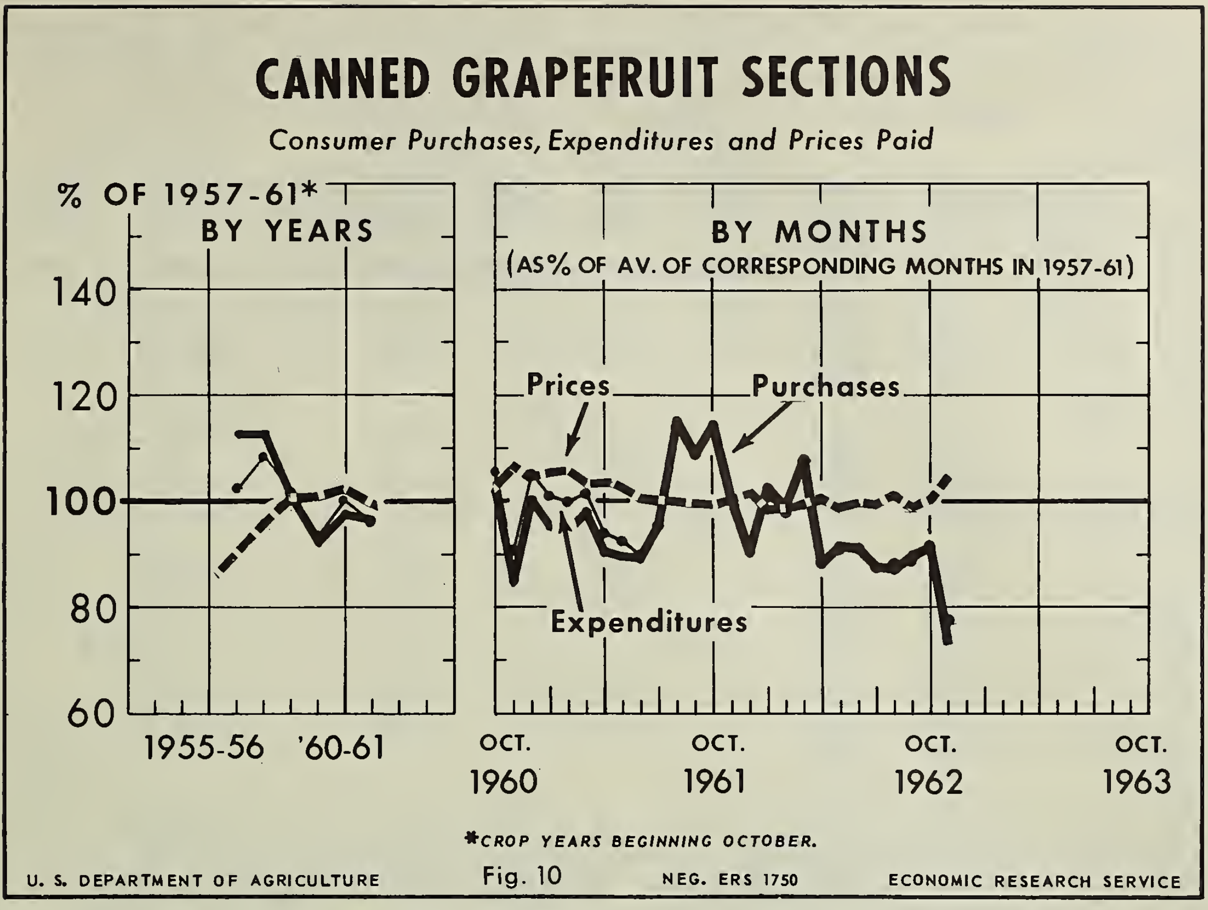


Fig. 10

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.		174	192		3.2		49		20.8	20.5
Oct.-Dec.		782	752							
Jan.		252	245		4.0		56		19.9	20.2
Feb.		237	239		3.7		56		20.0	20.2
Mar.		244	225		3.7		58		20.3	20.4
Jan.-Mar.		733	709							
Apr.		201	227		3.5		50		20.4	20.3
May		214	233		3.6		53		20.2	20.4
June		233	255		3.6		58		20.5	20.5
Apr.-June		648	715							
July		232	264		3.7		55		20.6	20.7
Aug.		221	253		3.5		56		20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season		2,872	2,977						20.3	20.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.		1,416	1,417		17.2		66		36.7	---
Oct.-Dec.		4,374	4,331							
Jan.		1,505	1,540		17.5		68		36.7	---
Feb.		1,479	1,569		18.0		66		36.1	---
Mar.		1,465	1,622		17.5		67		36.1	---
Jan.-Mar.		4,449	4,731							
Apr.		1,511	1,611		17.5		68		36.1	---
May		1,594	1,678		18.8		67		34.6	---
June		1,544	1,573		18.6		66		35.1	---
Apr.-June		4,649	4,862							
July		1,480	1,494		17.8		66		35.0	---
Aug.		1,477	1,390		17.6		66		34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.		1,404	1,326		10.9		103		35.1	35.1
Oct.-Dec.		4,257	4,097							
Jan.		1,634	1,467		12.5		104		34.6	34.9
Feb.		1,688	1,571		12.3		109		34.8	34.8
Mar.		1,812	1,609		12.1		119		34.6	34.8
Jan.-Mar.		5,134	4,647							
Apr.		1,885	1,764		13.7		109		34.5	34.6
May		2,230	2,031		14.9		119		33.9	33.9
June		2,124	2,166		14.6		115		33.7	33.8
Apr.-June		6,239	5,961							
July		2,060	2,021		14.5		112		33.2	33.4
Aug.		1,823	1,821		13.0		111		33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks and other products, November 1962 with comparisons 1/

Commodity	Total purchases: Volume Nov. 1962	Total purchases: Volume Nov. 1961	Total purchases: Change	Share of market Nov. 1962	Share of market Nov. 1961	Proportion of families buying Nov. 1962	Proportion of families buying Nov. 1961	Purchases per buying family: Number Nov. 1962	Number Nov. 1961	Average size of purchase Nov. 1962	Average size of purchase Nov. 1961	Quantity per month Nov. 1962	Quantity per month Nov. 1961	Average price paid per specified unit: Unit	Nov. 1962	Nov. 1961
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	Pct.	No.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents	Cents
FROZEN CONCENTRATED JUICES																
Orange	6,669	5,342	+25	41.7	37.9	31.3	28.2	1.9	2.0	26.2	22.3	50	45	6	15.9	20.2
Miscellaneous	643	629	+ 2	4.0	4.4	---	---	---	---	16.3	15.9	---	---	6	18.2	19.3
Total frozen concentrates	7,312	5,971	+22	45.7	42.3	---	---	---	---	---	---	---	---	(*	4.0	5.0)
CHILLED ORANGE JUICE	2,811	2,448	+15	4.4	4.3	6.2	5.1	2.5	2.8	41.9	40.5	107	114	32	36.4	40.8
														(*	6.8	7.6)
	1,000 cases 2/	1,000 cases 2/														
CANNED SINGLE-STRENGTH JUICES																
Orange	677	574	+18	3.6	3.4	5.9	5.3	1.6	1.6	57.0	53.6	90	88	46	35.8	42.4
Grapefruit	697	647	+ 8	3.7	3.9	5.4	5.1	1.5	1.4	70.6	70.6	103	101	46	27.0	29.2
Pineapple	950	1,158	-18	5.0	6.9	7.9	9.5	1.4	1.4	66.5	69.0	94	98	46	30.0	27.9
Prune	652	611	+ 7	3.4	3.7	6.9	6.3	1.8	1.9	41.9	41.7	75	78	32	42.5	43.8
Tomato	2,174	1,766	+23	11.5	10.6	16.5	15.4	1.5	1.4	70.3	64.1	104	92	46	26.3	27.3
Miscellaneous	1,411	1,416	---	7.4	8.5	17.1	16.9	1.7	1.7	38.6	39.7	65	67	46	35.3	36.8
Total canned juices	6,561	6,172	+ 6	34.6	37.0	42.1	40.5	2.2	2.3	55.1	53.9	123	122	(*	4.3	4.5)
CANNED SINGLE-STRENGTH FRUIT DRINKS																
Orange	484	400	+21	2.5	2.4	3.3	2.8	1.5	1.5	78.7	74.5	117	113	46	31.5	32.7
Pineapple-grapefruit	923	970	- 5	4.9	5.8	6.5	7.2	1.4	1.4	82.4	79.3	112	109	46	27.7	28.0
Miscellaneous	1,498	1,366	+10	7.9	8.2	11.0	11.0	1.7	1.7	64.3	59.4	108	100	46	34.2	35.1
Total canned fruit drinks	2,905	2,736	+ 6	15.3	16.4	17.5	18.2	1.8	1.8	71.7	67.4	131	121	(*	4.1	4.2)
GRAND TOTAL JUICES & FRUIT DRINKS 3/	18,964	16,708	+14	100.0	100.0	---	---	---	---	---	---	---	---	(*	4.3	4.8)
CANNED GRAPEFRUIT SECTIONS	182	251	-28	---	---	3.3	3.7	1.3	.15	38.3	41.2	49	61	16	21.2	20.2
	1,000 gals.	1,000 gals.														
REFRIGERATED SALAD & SECTIONS 4/																
Orange and grapefruit sections	182	---	---	---	---	0.9	---	1.5	---	32.1	---	47	---	32	60.0	---
Grapefruit sections	15	---	---	---	---	0.1	---	1.4	---	24.6	---	34	---	26	57.5	---
Other citrus salads	197	---	---	---	---	1.1	---	1.5	---	28.2	---	42	---	32	62.4	---
Total salads and sections	394	---	---	---	---	2.0	---	1.6	---	29.6	---	47	---	---	---	---
	1,000 Doz.	1,000 Doz.								Fruit	Fruit	Fruit	Fruit	Doz.		
FRESH CITRUS FRUIT 5/																
Oranges	24,791	33,469	-26	---	---	27.9	33.7	1.6	1.8	12.2	12.8	20	23	1	48.6	45.2
Grapefruit	10,570	10,234	+ 3	---	---	24.7	25.6	1.7	1.7	5.6	5.4	9	9	1	87.4	86.1

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Not available prior to October 1962. 5/ Not reported in 1960-61, and 1961-62; comparative data are for corresponding month of 1959-60.
* Per 6-ounce serving.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections				Grapefruit Sections			
	Total Purchases	Families buying	Purchases per family	Prices paid per 32-oz. jar	Total Purchases	Families buying	Purchases per family	Prices paid per 26-oz. jar
	1,000 Gallons	Percent	Ounces	Cents	1,000 Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.								
Oct.-Dec.								
Jan.								
Feb.								
Mar.								
Jan.-Mar.								
Apr.								
May								
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								

Period 2/	Other Citrus Salads				Total Salads and Sections		
	Total Purchases	Families buying	Purchases per family	Prices paid per 32-oz. jar	Total Purchases	Families buying	Purchases per family
	1,000 Gallons	Percent	Ounces	Cents	1,000 Gallons	Percent	Ounces
Oct.	141	0.8	40.1	61.9	311	1.8	42.1
Nov.	197	1.1	41.5	62.4	394	2.0	47.0
Dec.							
Oct.-Dec.							
Jan.							
Feb.							
Mar.							
Jan.-Mar.							
Apr.							
May							
Jun.							
Apr.-Jun.							
Jul.							
Aug.							
Sep.							
Jul.-Sep.							
Season							

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959 1960	Average 1954-56	1962-1963	1959 1960	1962-1963	1959 1960	1962-1963	1959 1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.		48,925	57,708		44.4		27.4		43.4	37.9
Oct.-Dec.		105,348	129,260							
Jan.		48,506	51,049		43.0		27.5		45.9	39.9
Feb.		48,592	53,450		43.4		26.2		49.6	40.9
Mar.		42,941	50,259		40.6		25.6		51.8	43.0
Jan.-Mar.		140,039	154,758							
Apr.		35,817	48,090		36.7		22.4		53.7	44.8
May		29,927	43,252		31.8		22.8		51.3	47.4
June		21,441	31,128		23.9		20.9		54.2	47.8
Apr.-June		87,185	122,470							
July		14,214	26,665		14.8		22.0		54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959 1960	Average 1954-56	1962-1963	1959 1960	1962-1963	1959 1960	1962-1963	1959 1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.7	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.5	9.2	87.4	86.1	82.4
Dec.		11,023	11,968		25.1		10.6		83.4	78.5
Oct.-Dec.		28,889	27,397							
Jan.		13,533	13,633		28.9		11.0		83.9	77.4
Feb.		14,486	15,882		29.5		12.0		82.6	74.3
Mar.		14,106	15,092		29.1		11.8		85.2	77.7
Jan.-Mar.		42,125	44,607							
Apr.		11,086	13,100		23.8		11.0		94.1	82.1
May		6,769	9,571		18.2		9.1		107.3	91.5
June		3,422	5,334		10.8		7.6		116.3	99.9
Apr.-June		21,277	28,005							
July		1,669	2,671		5.4		7.0		119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.		6,438	6,152		41.5		124		34.8	---
Oct.-Dec.		19,150	19,379							
Jan.		6,956	6,931		47.8		116		34.5	---
Feb.		6,974	6,940		44.3		126		34.4	---
Mar.		6,955	7,015		43.3		128		34.1	---
Jan.-Mar.		20,885	20,886							
Apr.		6,666	6,875		42.3		125		34.1	---
May		6,745	6,817		42.6		126		33.6	---
June		6,349	6,454		41.8		120		34.1	---
Apr.-June		19,760	20,146							
July		5,896	6,013		39.5		118		34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311						34.2	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

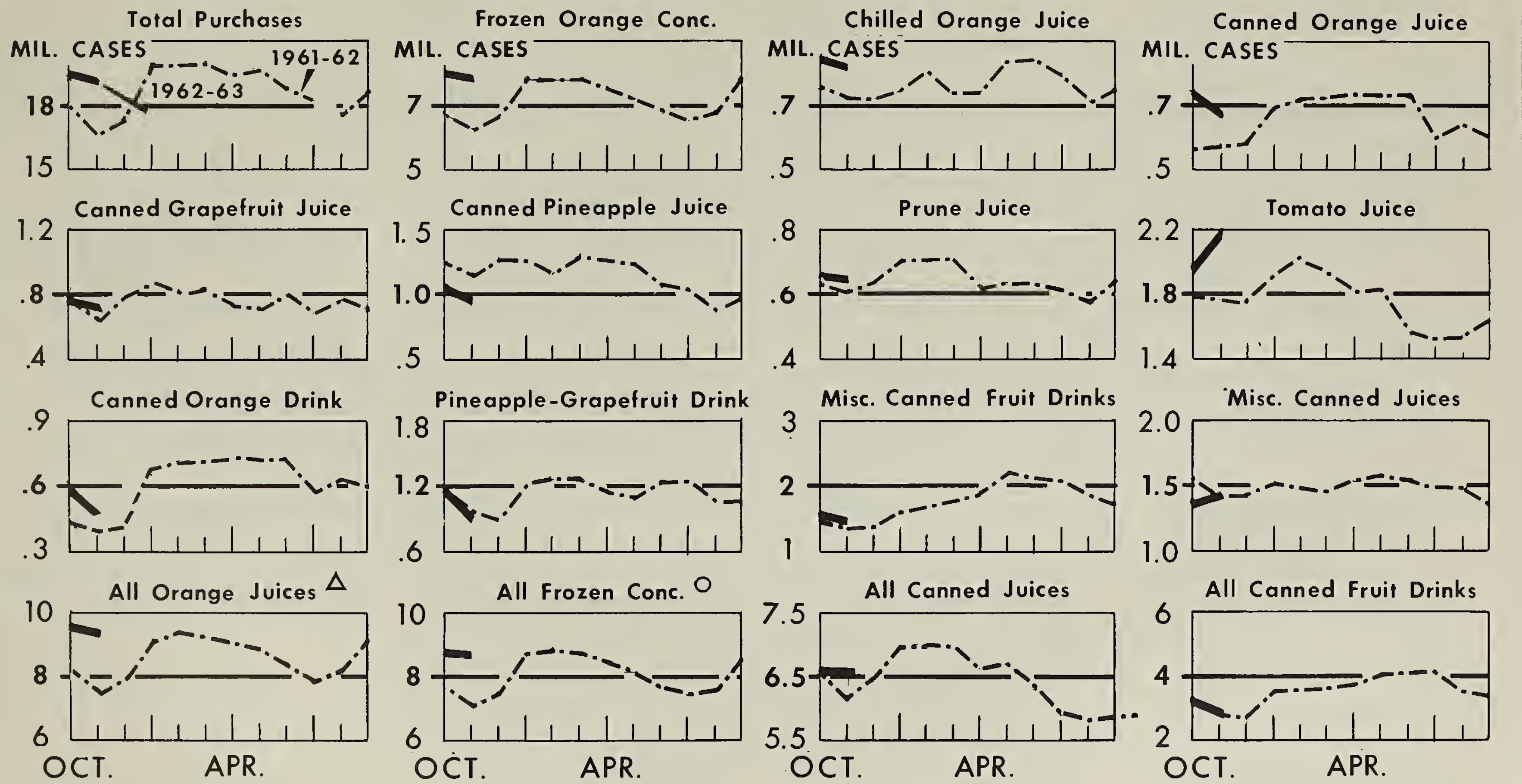
Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.		2,702	2,635		17.6		123		32.5	32.3
Oct.-Dec.		8,539	8,070							
Jan.		3,523	3,235		21.4		131		31.6	31.8
Feb.		3,505	3,362		20.5		136		31.8	31.9
Mar.		3,601	3,408		20.0		143		31.6	31.7
Jan.-Mar.		10,629	10,005							
Apr.		3,708	3,558		21.3		138		31.6	31.7
May		4,000	3,758		22.3		142		31.7	31.7
June		4,023	4,027		22.5		142		30.9	31.3
Apr.-June		11,731	11,343							
July		4,054	4,007		22.6		142		30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144						31.4	31.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's



△ CONCENTRATE, CHILLED AND CANNED ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 11

U. S. DEPARTMENT OF AGRICULTURE ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

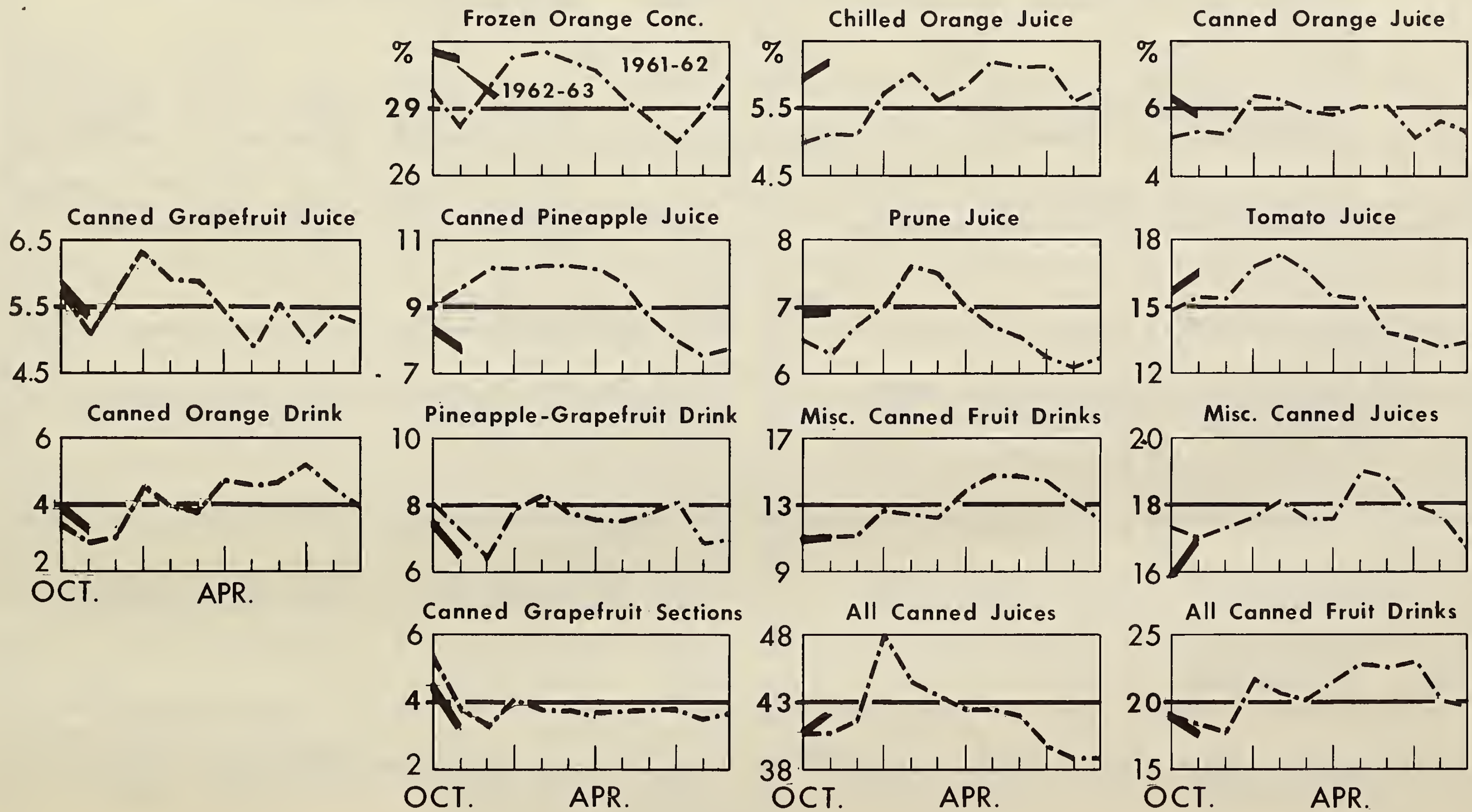
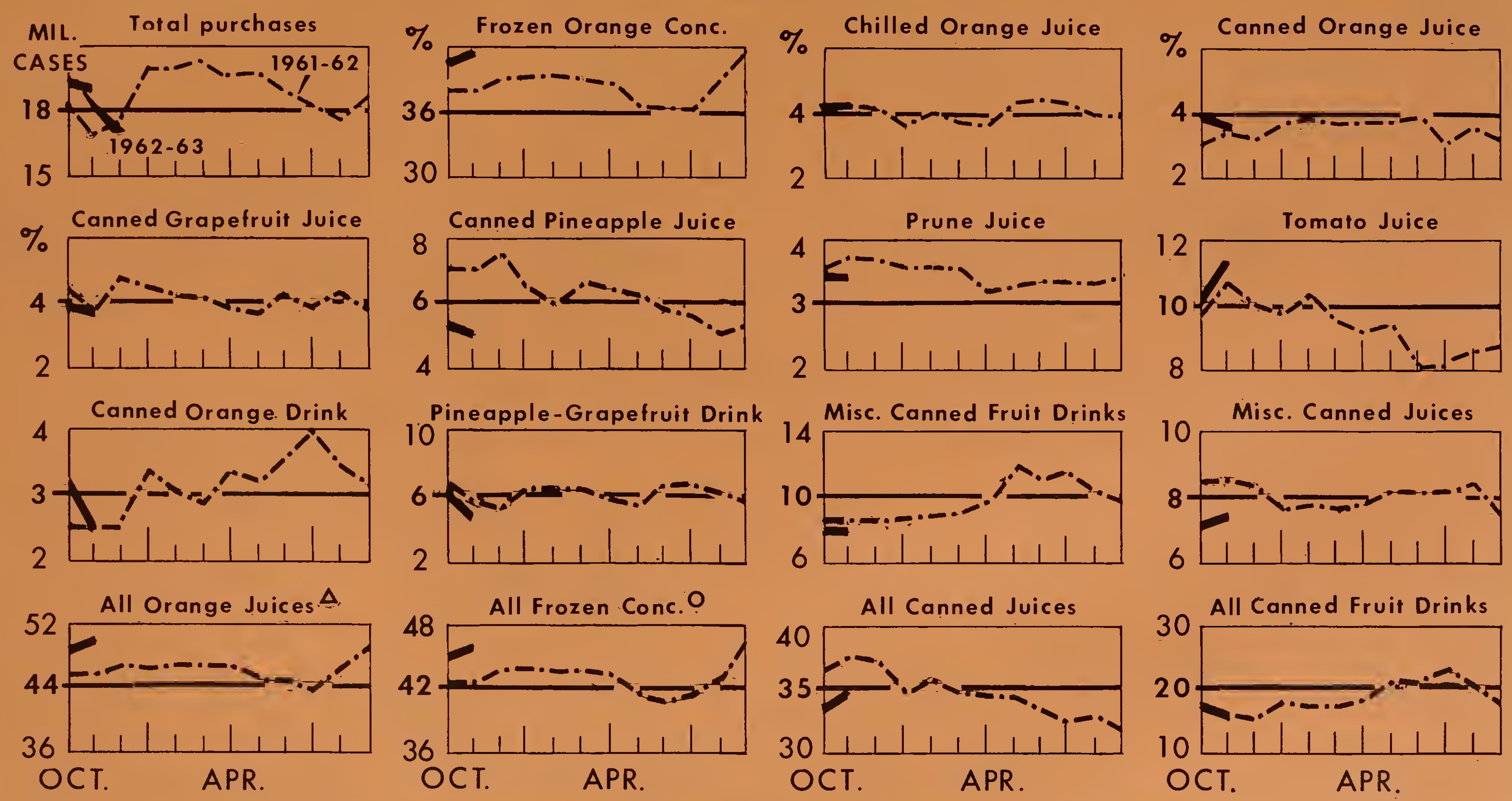


Figure 12

U. S. DEPARTMENT OF AGRICULTURE NEG. ERS 1188-62 (6) ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

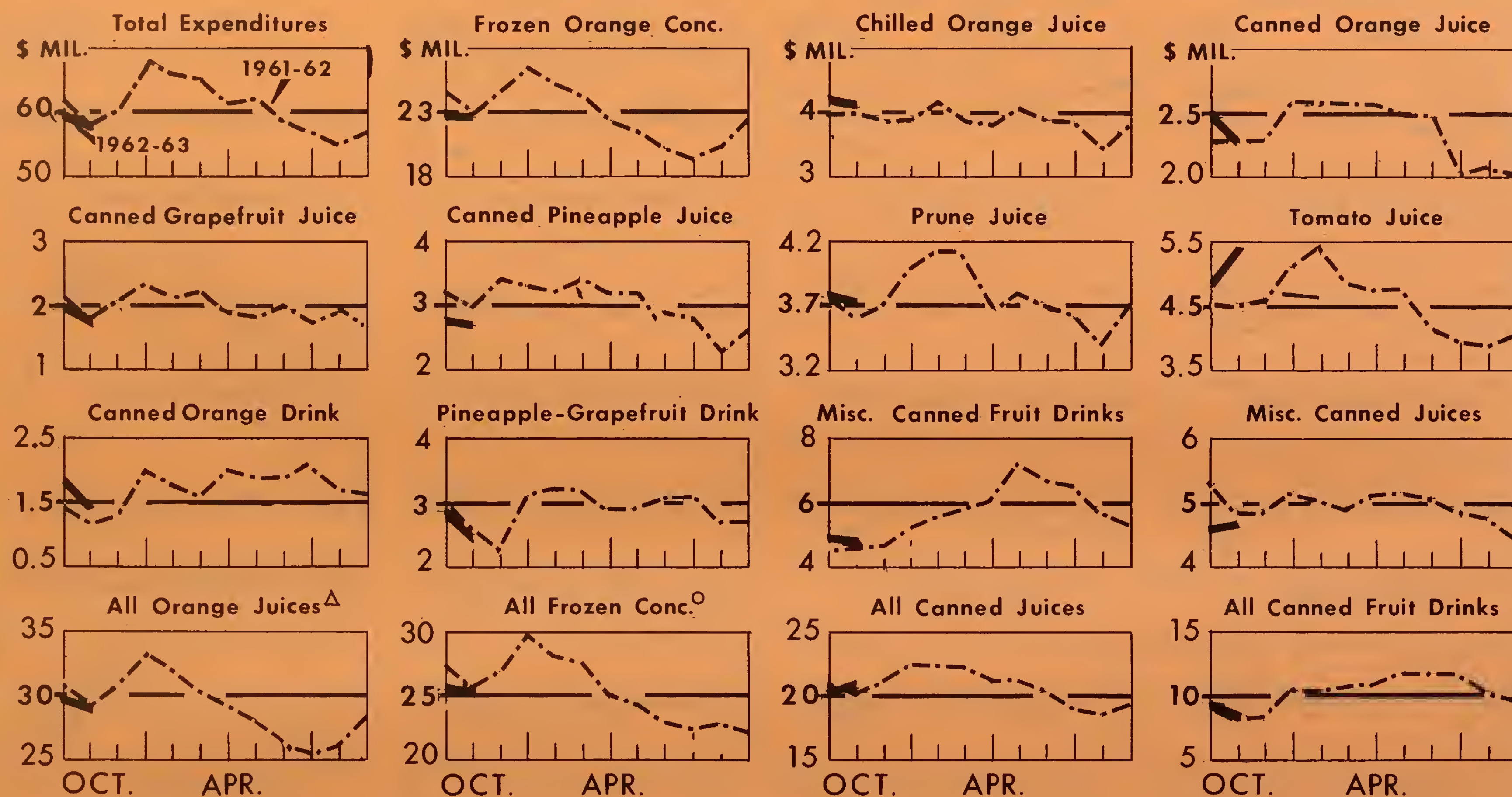


Δ CONCENTRATE, CHILLED AND CANNED. O INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 13

U. S. DEPARTMENT OF AGRICULTURE ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 14

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE